

STYLE CANADA PRESS RELEASE

Dorinha Jeans Wear Launches Summer 2009 Collection

By: Dorinha Jeans Wear

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VANCOUVER, Canada - Vancouver-based design label Dorinha Jeans Wear launches its summer 2009 collection with a select series of fresh, higher-rise denim creations, in addition to new designs and washes for its bestselling, signature low rise jeanswear. Introduction of the new styles for Dorinha Jeans Wear coincides with the launch of Borboleta Denim by Dorinha, a new line for the label, now in its sixth year.

"I am excited to expand Dorinha Jeans Wear's options for the active, confident, design-conscious woman," says Brazilian-born Dorinha, founder, co-owner and designer of the clothing company that bears her name.

Earning rave reviews and a dedicated following at label launch for the fit, feel and finish of its low rise denimwear, and establishing itself as a solid seller in the junior and teen market, Dorinha Jeans Wear's blend of Latin flair and clean North American sensibility now includes styles with specific appeal for women seeking a streamlined, sophisticated silhouette in a competitively priced designer jean.

With a denim pant look and feel, the new styles feature a rise at least one inch higher than Dorinha Jeans Wear's lower rise options, a two-inch zipper that matches the height of the rise, and just enough stretch to enhance fit and flexibility without cling. The inseam remains an accommodating 33 inches, and sizes range from 0-9. Featuring Brazilian names like Lourdes and De Lima, the new styles are available in washes ranging from a fashionably dark blue rinse, to vintage, to the label's trademark super bleach. Details on some of the five-pocket styles include contrast stitching, subtly silhouette-enhancing flap pockets, and wider waistbands.

The styles will be available online at the Dorinha Jeans Wear boutique, and at select retail locations.